

Developmental Disabilities Council  
Reading Cover Page

Date: January 25, 2007

Meeting: Community Development  
Workgroup

Reading Number: 07-CD-02

**Issue:** Media/Public Relations Decision  
Package

Included in this reading: Draft Decision  
Package

Background/Summary:

Based on the discussion from the last meeting the Media/PR Decision Package was drafted.

Action: Any last minute changes?

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## **Decision Package**

**Project Title:**

Media/Public Relations

**Brief Description of Project:**

- Annually provide media training at the leadership weekend in Olympia to leadership participants to assist participants in crafting and presenting their message to the news media.

**State Plan Performance Target(s)**

**Community Supports Outcome #3 – The public is educated about the contributions of people with developmental disabilities in their community.**

**Community Supports Performance Target  
CS 3.1**

100 articles are published in newsprint and other media educating & informing about the contributions of people with developmental disabilities each year in the State Plan.

- Articles promote the value of people with developmental disabilities living and contributing in their communities.

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- Articles are timely and relevant to the advocacy efforts of the DDC & partners.
- Articles are published in local newspapers around the state.
- Articles respond proactively to new & emerging issues in the developmental disabilities community.

**Council Resources available for project(s):**

- ✓ Other Supports – formal & informal  
Community Supports: Budget  
\$40,000/year for educating &  
informing the public performance  
targets.
- ✓ Staff time

**Values, policy directions & limitations:**

- Qualified and licensed
- Applicant will compile articles published regarding DD issues
- Applicant will provide training to community members, including self advocates, family members, and other community leaders.

## **Criteria for Responsiveness:**

- Applicants must demonstrate education and experience that qualifies them to provide the consultative work described in Media and Public Relations Services. Detail educational background including B.A. degree and any relevant course work. Up to two years of qualifying experience may be substituted if described in detail.
- Applicants must demonstrate experience and qualifications specifically in media and public relations.
- Applicants must demonstrate in working with individuals with developmental disabilities and their families.
- Applicants must demonstrate experience and qualifications with disability public policy issues.

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- Applicants must demonstrate experience and qualifications in working with legislators or legislative staff and media covering the legislative process.
- Applicants must demonstrate experience in writing and getting published op-ed and human-interest stories.

**Staff Directions:**

- Keep track of the articles published in newspapers and provided by contractor
- Possibly breakout articles based on geographic region, and provide to council members, work group members, and have available to search the web for these articles.